

Checklist for Selecting a Mobile Video Ad Mediation Partner

Mobile Ad Mediation is needed now more than ever! So how can app developers & publishers make sure they are working with the right partner?

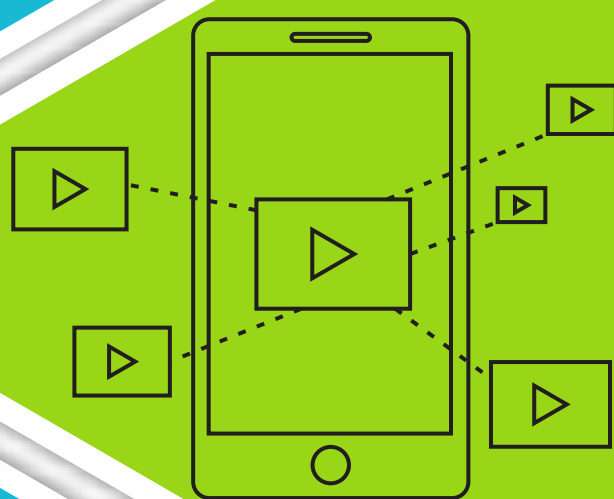
1 UNIVERSAL AUCTION MODEL

Offers this enhanced auction model that alleviates revenue loss due to traditional waterfall model. Estimated to increase ad revenue by 30-40%.



2 LEADING AD NETWORKS

Offers premium demand sources bundled in SDK for better yield and monetization opportunities.



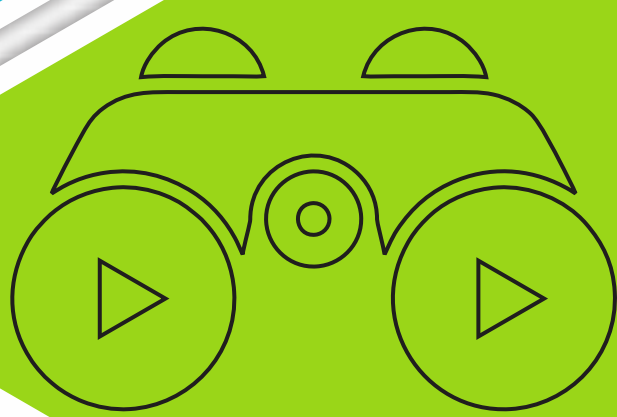
3 BRING YOUR OWN DEMAND

Ability to bring demand partner of choice beyond bundled ad networks that come with mediation SDK. Increases monetization options and better utilization of inventory.



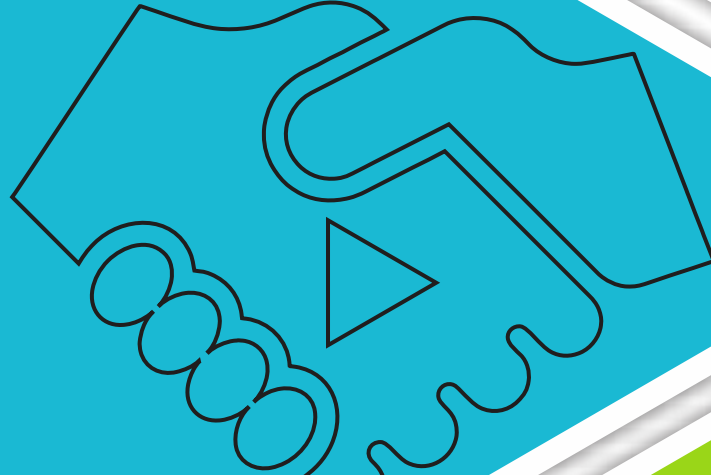
4 VIEWABILITY

Ensures compliance with leading ad viewability measurement partners like MOAT, IAS etc.



5 AD UNITS

Support for all major ad units like pre-rolls, interstitial, outstream and all under compliance with IAB guidelines.



6 REPORTING

Granular reporting that offers actionable insights for optimizing monetization strategy.



7 SIMPLE ON-BOARDING & SINGLE POINT BILLING

One-step integration that does not demand setting up each demand partner individually and in turn has a hassle free payout management system with a single payout mechanism from all demand sources.

